RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 16, 1997

RJR Account #026040
Mr. F. Attea
M. ATTEA & BROS.

JUNE DORAL B2G1F / PROMOTION #700272

Dear Frank:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 13 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	1
Light Box	12300-24066	1
Light 100	12300-24062	1

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival: **May 12, 1997**

Ship Date to Retail: **Week of: May 19, 1997**

SKU CUBE : **0.9960**
SKU WT (w/o Product): **1.7200 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$422.79**
Non-EFT $ Amount: **$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/rsym0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF THREE DIFFERENT DORAL BRANDSTYLES (3 CTNS/ 2 CTNS/ 2 CTNS)
  BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$14.00 (1 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/rsym0000

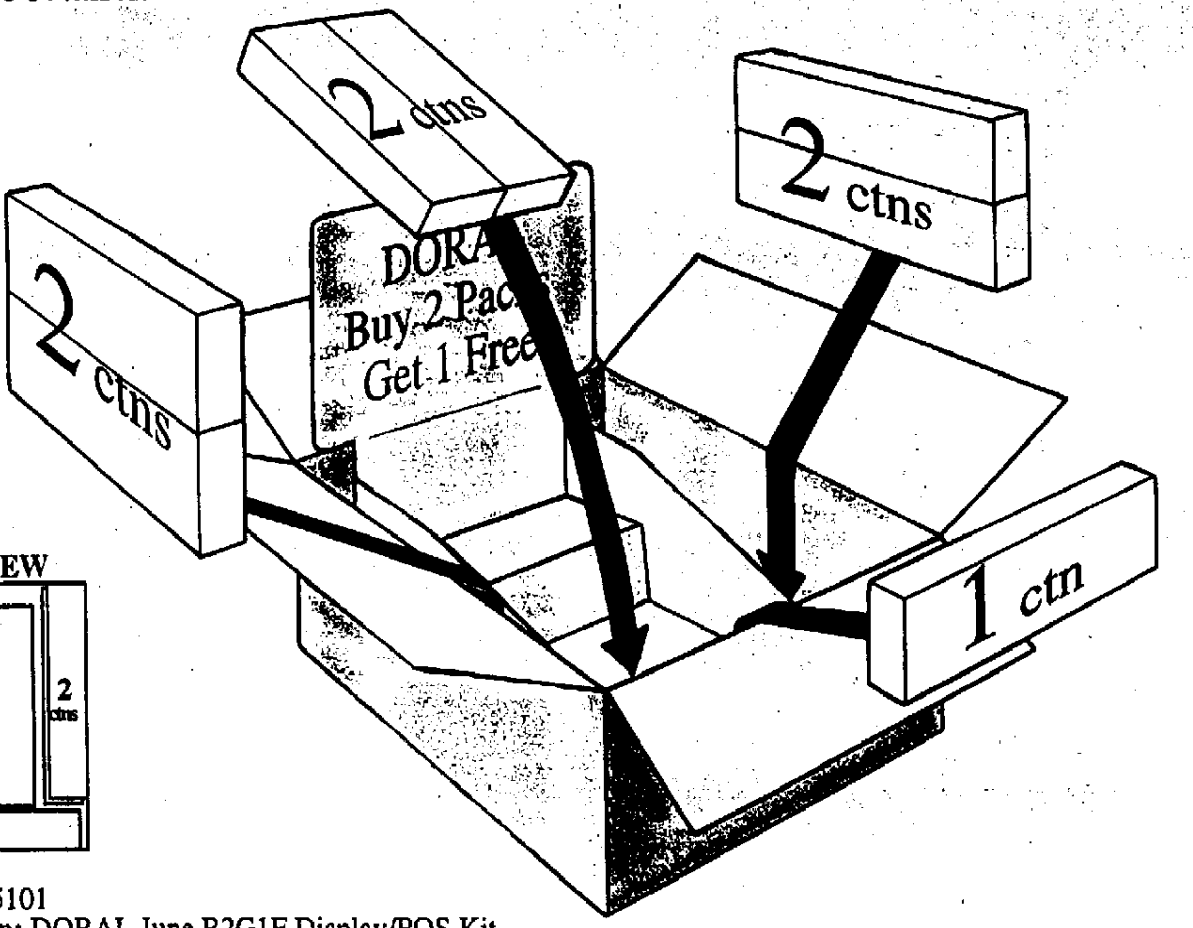
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

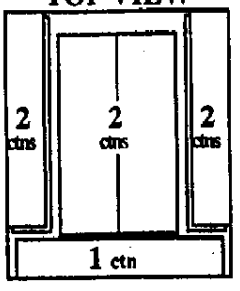
June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #525101
Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF BOX	LT BOX	LT 100	~~FF 100~~		
Number of Cartons						

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RJR TOBACCO

DORAL DORAL DORAL DORAL DORAL

TO ALL RJR Retail Partners

RETAILER LETTER

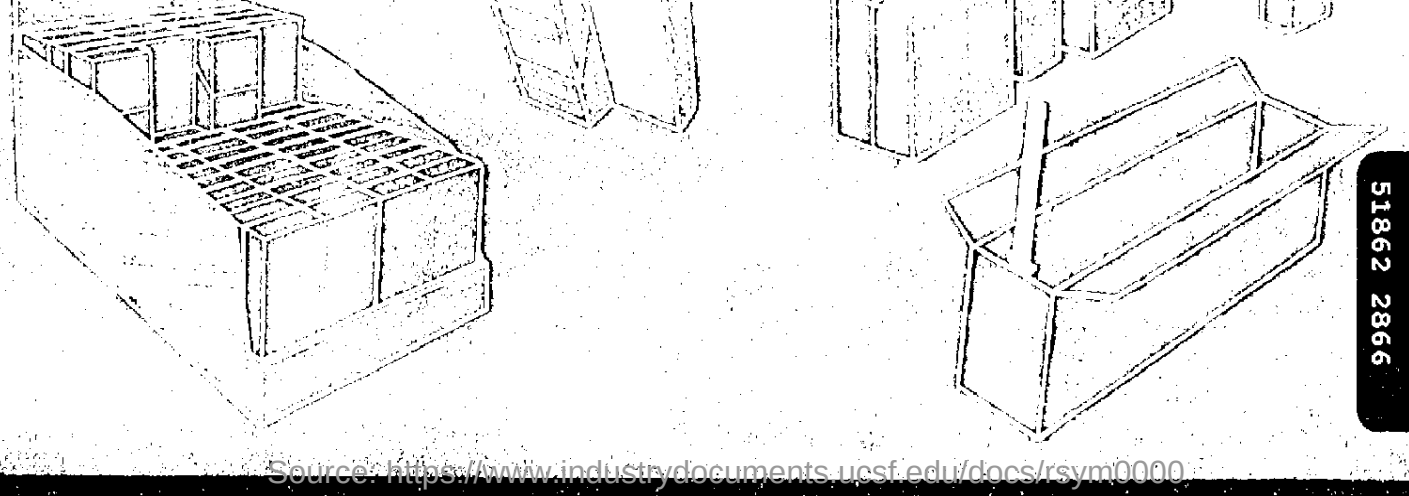
DORAL BEACH

OUR #1 PRIORITY IN 1997 WILL BE TO OFFER MORE PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED CARTONS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT, PLEASE CONTACT YOUR RJR REPRESENTATIVE.



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WHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEQ : 0006
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	2				(716)882-5246
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	1				(716)282-4391
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1				(716)882-8334
162601		492594	BISHARA BROS.	1302 PIERCE AVE	NIAGARA FALLS	NY	14301	1				(716)282-9663
162602		562504	HKH DELI	262 COMSTOCK AVE	BUFFALO	NY	14215	1				(716)834-6945
162603	162623	397467	MERRY MART	6150 SENECA ST	SPRING BROOK	NY	14140	1			026040	(716)652-9587
162603	162680	764823	H.REESE MOBIL #08H1	3105 WILLIAM ST	CHEEKTOWAGA	NY	14227	1	NYS			(716)656-9186
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)853-9280
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	3X	NYS			(716)823-3036

PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 12

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 05/20/97

ACCOUNT NUMBER: 026040
VOUCHER NUMBER: 15354153
DATE WRITTEN: 05/20/97
STATUS: PAID
AMOUNT PAID: 14.00

M ATTEA & SONS INC
1509 CLINTON ST
BUFFALO , NY 14206

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.00	14.00

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/C ALESSANDRA

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Source: https://www.industrydocuments.ucsf.edu/docs/rsym0000